

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

Form of Promotion (what type of promotion was it and where did it appear):


Who was your target market?

What was the reach?

What was the ROI or outcome


Examples

Website: <http://www.skihomewood.com/season-passes/>



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SEASON PASSES

2017/18 Homewood Mountain Resort Season Passes

Purchase your Homewood Mountain Resort season pass now to take advantage of great prices and absolutely no blackout. With unparalleled views, a family-friendly resort and the best storm day skiing, make the most of your winter with a Homewood pass!

| | Ultimate Pass | Loyalty Pass |
|-----------------|---------------|---|
| Age | | Returning 2016-17 Passholders & Locals in the Tahoe Area* |
| Adult (19-61) | \$579 | \$819 |
| Teen (12-18) | \$479 | \$429 |
| Junior (5-12) | \$279 | \$209 |
| Senior (62-69+) | \$399 | \$339 |

Homewood Family Season Pass

Homewood strives to be Lake Tahoe's most family-friendly resort and our Family Pass option exemplifies our commitment to providing an amazing value for families. All Family Passes allow two adults and two dependent children/teens (ages 5-18) to receive full Homewood season passes with no blackout dates.

College Passes

We understand that college students live on a tight budget, which is why we've made Homewood's College Pass the best value in the Lake Tahoe region - Homewood's College Pass gets you an unrestricted season pass with no blackout dates all season. College students must show proof of enrollment (school-issued photo ID and copy of course registration) or accredited 2 or 4-year college, with 9+ units/credits when picking up your pass.

2017-18 Passholder Perks

Homewood season passholders can enjoy four non-holiday days of skiing or riding at Diamond Peak, five days of skiing or riding at Whitefish Mountain Resort in Montana, 1/2 price tickets to Alta in Utah and unlimited days at Red Lodge Mountain in Montana. To take advantage of the passholder lift tickets, simply present your valid 2017-18 Homewood season pass at the ticket window to receive one complimentary lift ticket valid on that day only. Complimentary lift tickets are subject to holiday blackouts and will not be issued during any resort's holiday blackout periods. Limit one ticket per passholder per day. Lift tickets are non-transferable and not for resale. Lift tickets hold no cash value and will not be rain checked, exchanged for vouchers, or re-issued for any reason. Unused reciprocal skier days will not roll over to next season.

***Nevada County Fairgrounds Passholder Perks

Nevada County Fair Rodeo only \$5, plus a discounted admission to the Nevada County Fair
 Rodeo admission ticket for \$5, plus a discounted Fair admission ticket for \$6 (August 9) or \$4 (August 10).
 Offer good for Wednesday, August 9 or Thursday, August 10 only.
 Please call (530) 273-6217 for promotional offer. No online sales or gate sales.
 When calling, use the code "Homewood Fair"
 Children's Fair admission ticket pricing also available.
 Purchases must be made before August 8.
 (Valid at \$19)

Draft Horse Classic and Harvest Fair package - Buy one ticket, get one free Buy one ticket to any arena performance, get one free. Can be used for any of the six performances, September 21 - 24.
 Please call (530) 273-6217 for promotional offer. No online sales or gate sales.
 When calling, use the code "Homewood Classic"
 Purchases must be made before Wednesday, September 20.
 (Valid at \$22)

Terms and Conditions

** From all about the Best Lake Tahoe Mountain Resort now contained within the territory of snow holder's. It does not exist at Homewood. Homewood season pass holder

PDF Entry Information

Exhibitor Name: Wendy Oaks

WEN: F3A729

Division: Section 1.3 - Media & Marketing

Class: 08 Fairtime Innovative Marketing s

Title: Nevada County Fair

Description:

Notes:

